

Ron Rosenbaum, Chief Global Marketing and Business Development Officer, ASIS International Talks About Rebranding to GSX

"In The Boardroom" On
SecuritySolutionsWatch.com

NEW YORK, NY, USA, April 10, 2018
/EINPresswire.com/ --

Founded in 1955, ASIS International is the world's largest membership organization for security management professionals. With hundreds of chapters across the globe, ASIS is recognized as the premier source for learning, networking, standards, and research. Through its board certifications, award-winning Security Management magazine, and Global Security Exchange



Ron Rosenbaum, Chief Global Marketing and Business Development Officer, ASIS International

(www.GSX.org) (formerly the Annual Seminar and Exhibits)—the most influential event in the profession—ASIS ensures its members and the security community have access to the intelligence and resources necessary to protect their people, property, and information assets. Learn more about the work we do at www.asisonline.org.

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We are honored to have Ron Rosenbaum, Chief Global Marketing and Business Development Officer, ASIS International join us “In The Boardroom” to discuss the rebranding of ASIS to GSX.”
Martin Eli, Publisher

SecuritySolutionsWatch.com: We read with great interest in the recent ASIS Press Release (www.asisonline.org/publications--resources/news/press-releases/Revealing-Global-Security-Exchange/) that, “GSX is setting a new bar for education, networking, and security product and service excellence—addressing the issues critical to all sectors of the global marketplace,” said Ron Rosenbaum, chief global marketing and business

development officer, ASIS International. “In 2017, we saw the beginning of this transformation, and with our 2018 event focus, Security Solutions. Multiplied, we will deliver a best-in-class environment for education, networking, and business building, resulting in year-round benefits for attendees and exhibitors alike.” Care to elaborate for us about the security industry trends that have led up to this rebranding (www.GSX.org/our-rebrand/) ?

Ron Rosenbaum: The new name, Global Security Exchange, GSX for short, reflects the sweeping

changes we see transforming our workplaces, the security profession, and society at large. From the rise of AI and machine learning to attacks on critical infrastructure and ubiquitous threats to data privacy, we are witnessing a breathtaking velocity of change and evolution of risk.

Security professionals the world over need a place to come together and learn from peers, global thought leaders and subject matter experts, discover innovations, and connect with allied organizations, companies and service providers. GSX provides the forum to facilitate this vital exchange – and so much more. While other events may focus on niche learning (or exist solely to sell products), GSX's mission is to unite the industry.

Our refreshed name, as well as the brand promise the name communicates, clearly articulates our commitment to bring together the full spectrum of security—cyber and operational security professionals from all verticals across the private and public sector, allied organizations and partners, and the industry's leading service and solution providers—for the most comprehensive security event in the world. And really, only ASIS International, with our global reach, unmatched subject matter expertise, year-round commitment to security best practices and relationship building, and 64-year legacy of event excellence, can deliver an event of this caliber and magnitude.

SecuritySolutionsWatch.com: The rebrand announcement (www.asisonline.org/publications--resources/news/press-releases/Revealing-Global-Security-Exchange/) talked about a more modern education program. Can you elaborate on what that means?

Ron Rosenbaum: We realize there isn't a one-size-fits-all approach to learning. Often, conference education sessions have a familiar look and feel, with speakers standing at the front lecturing attendees. And sometimes that's perfectly fine and appropriate. At GSX, we are expanding and transforming the traditional learning experience. Not only will our education cover the most pressing issues facing security professionals today with an eye toward getting in front of future challenges, it will be delivered in more immersive, engaging formats including small group workshops, deep dives, simulations, and impact learning sessions—just to name a few!

We also believe learning shouldn't be reserved for the classroom. The exhibit hall will be transformed into a learning lab, showcasing new and emerging products and technologies such as immersive reality, machine learning, robotics, forensic analysis, and drones. It will also offer expanded theaters and Career Center programming.

SecuritySolutionsWatch.com: We know it's five months away but...can you share what kind of experience attendees can expect at this year's event?

Ron Rosenbaum: GSX will change how exhibitors and attendees engage with each other, elevating the conversation from a traditional buyer-and-supplier model to one of true partnership and information exchange. Our education includes a staggering 300+ sessions led by ASIS International, ISSA, and InfraGard subject matter experts, and our expo floor will showcase more education and experimental learning opportunities than ever before.



GSX, September 23-27 in Las Vegas, www.GSX.org

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Our allied partners program is expected to double this year, encompassing dozens of security organizations from across the globe. And our networking events—which include the opening night celebration at Brooklyn Bowl, the President’s Reception at Drai’s Nightclub, numerous luncheons and vendor events, and a show floor happy hour, not to mention the vital hallway conversations that can be among the most rewarding interactions—offer unparalleled opportunities to build business relationships and reaffirm longstanding friendships.

At the end of the week, we expect attendees to head home energized, confident that they experienced the most robust and engaging learning, technology, networking, and solutions experience in the industry.

SecuritySolutionsWatch.com: Thanks again for joining us today, Ron, we look forward to further updates as we get closer to this year’s GSX, September 23-27, in Las Vegas (www.GSX.org).

For the complete interview with Ron Rosenbaum, Chief Global Marketing and Business Development Officer, ASIS International, please click here:

[www.SecuritySolutionsWatch.com/Interviews/in Boardroom ASIS Rosenbaum.html](http://www.SecuritySolutionsWatch.com/Interviews/in_Boardroom_ASIS_Rosenbaum.html)

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What's YOUR authentication, cybersecurity, physical security, mobility, or "smart" solution?

What's YOUR Blockchain or FinTech solution?

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